

The age of the connected customer is here. Your customers live in an instant, mobile world, where ultrafast service is the price of entry and personalization rules. They're connecting on more channels than most companies ever dreamed of, and they're changing to new favorites every day. With customers using an average of 10 channels to interact with brands they do business with, it's no longer a question of what channels you can support, but when you can deliver service on whatever channel or device they're using in the moment.

In fact, customers are so accustomed to seamlessly switching channels to suit their needs and preferences, they expect your service team to do the same. Whether it's retail, financial services, healthcare, or anything in between, customers expect a consistent experience, anywhere and every time they connect with your company.

Companies are unable to scale service.

Automation is changing your customers' expectations of how you provide service. The benefits of AI are not only to provide more efficient service experiences, but to assist agents in delivering more personalized experiences at scale. Most companies know that AI, and chatbots specifically, are a required element to scale service and meet customer expectations. At the same time, most companies don't know where to start.

Companies fear an inconsistent customer experience.

Understandably, companies are concerned that switching over to a digital model might make for a less consistent customer experience. They fear that the addition of more channels will create more chair swivel for employees and agents, resulting in longer hold times, redundancies, and a siloed user experience from one channel to the next.

A Big Disconnect for Connected Customers



Why are companies hesitant to unlock all digital channels?

New channels mean more interactions.

Most companies today only have traditional service channels such as phone and email – and with those they are still evolving their strategy to meet customer needs and deliver exceptional experiences. Add digital into the mix and companies are presented with a lot of unknowns, leaving them hesitant to add even more channels than they already have. Many fear a sudden increase in case volume, additional training, or a decline in employee productivity and happiness due to an increase in channel management.

On average, agents spend 16% of their time searching for relevant content.

Introducing Digital Engagement: One conversational platform supports every digital interaction.

Service Cloud Digital Engagement allows every company to have personalized 1-to-1 conversations with customers on the channels they prefer. From messaging apps – including SMS, Facebook Messenger, and WhatsApp – to web chat, companies are able to provide consistent service across channels, and do so more efficiently with automation such as chatbots. Because Digital Engagement is native to the Salesforce Platform, your agents will have a 360-degree view of every customer, on every channel, with no more screen switching. Now you can deliver the kind of seamless service that your customers have come to expect while allowing your agents to be more productive.



Provide personalized, consistent service across all digital channels.

Fifty-two percent of customers would switch away from brands that don't personalize communications. With Digital Engagement, optimize your service channel engagement to meet your customers with the right channel at the right time, including messaging and chat. By meeting customer expectations, you can boost CSAT and continue to build brand loyalty. Then take the experience one step further by enhancing and automating every interaction with Einstein Bots to resolve issues more efficiently with intelligence.

Automatically solve top customer issues with Einstein Bots.

Take your first steps with AI by using Einstein Bots to automate common questions or routine interactions across digital channels. Because Einstein Bots are native to the platform, you have the flexibility to build the experience and quickly deploy it across digital channels, including chat on your website or in-app, SMS, and WhatsApp. There will be some tasks that the Einstein Bot can solve directly with your customers, and in more complex cases, Einstein Bots can collect relevant information from your customer for a seamless handoff to an agent. All this boils down to lowering average case-handle time, boosting first-contact case resolution, and engaging with your customers efficiently and effectively to help get them their answers fast.

Say so long to screen swapping and hello to more productive and happier agents.

With omni-channel routing, conversations from across all channels are seamlessly routed to the right agent with the right skill set and availability. This allows employees to handle cases more efficiently, switching between up to 10 conversations at a time versus one phone call, thanks to the asynchronous nature of digital communication. All the data and information the agent needs can be accessed in one screen on the Lightning Service Console, allowing agents to spend less time searching for answers and more time interacting with customers – in turn, an overall better experience for all. And to maintain that efficiency, Trailhead will help you keep your agents up to speed on the fast-changing requirements of the digital landscape.

Get started with Digital Engagement.

Digital Engagement makes it easy to add all the channels and connect your existing Service Cloud data seamlessly, eliminating the redundant silos effect. With Digital Engagement, you can turn on multiple channels at the same time, including messaging apps, web or in-app chat, and so on, so you can deliver a consistent, amazing experience no matter where your customer is. Best of all, once your agents are trained on one channel, they can manage all channels. With the Lightning Service Console, agents can handle conversations on their end the same way, no matter the channel. But even though Digital Engagement makes it easy to get started, it's important to first understand your customers' needs, and how customers are already interacting with your business.

Determine where your customers are.

Examine where your customers are today and how they are interacting with your company. How are they coming to you for support? What devices are they using most – mobile or desktop? Then look at the percentage of users across these devices and rank them from highest to lowest.

Meet your customers there.

The percentage of users discovered across each device will help you determine what channels make the most sense. For example, do you have high mobile traffic across your website or portal? Add a button to your mobile browser allowing customers to message with your company on channels such as SMS, Facebook Messenger, or WhatsApp. High web traffic via desktop? Look to add real-time chat. Again, it depends on your customers' needs and the channels they are currently using to engage with your company.

Once you select your channels, start thinking about how to scale support with Einstein Bots.

Start by defining the top use cases across your channels (messaging, web chat, social, and so on) and identify your most frequently asked questions. Are customers showing a channel preference when it comes to certain questions? If so, you might want to consider dedicating the channel to handling this specific use case. Overall, consider how your chatbot can best assist you with cases, whether it's handling the case in full or gathering information upfront for the customer service employee.



Digital Engagement Pricing and Packaging

This SKU is for any EE or UE Service Cloud or Sales Cloud customers looking to add conversational messaging in Lightning.

Digital Engagement SKU Includes:

\$75
user/month
(billed annually)

Chat for Web or In-App (unlimited)

Messaging (paid and unlimited channels)

- Facebook Messenger (unlimited, GA)
- SMS or WhatsApp (paid, 25 conversations pupm, GA)

25 Einstein Bot Conversations pupm

Can be used today across Chat, SMS, and WhatsApp.

1K Outbound SMS Messages/Org

Only outbound SMS included with SKU. Customers who wish to scale capability will need to purchase additional Bulk and Triggered SMS messages. WhatsApp outbound messages require separate add-on SKU.

Channel and Conversation Definitions

Unlimited Channels (GA today: Chat, Facebook Messenger):

Customers have an unlimited number of conversations/messages on unlimited usage channels. This is because these channels do not charge per message; therefore, we don't charge our customers.

Paid Channels (GA today: SMS, WhatsApp):

Paid channels are those that have a cost associated to them. The Digital Engagement SKU includes a set number of SMS or WhatsApp conversations for customers to start out with. Usage beyond the starter messages require customers to purchase additional conversations (see add-on conversation SKUs below). These conversations roll over month to month if unused with a contract term; they do not roll over after contract term is up.

Outbound Message: An outbound message is used each time (1) an outbound message is triggered off of a record creation or modification (GA today, outbound SMS and WhatsApp only), and (2) bulk messages (from list view or campaign objects) are sent via short codes (GA today, U.S. SMS only). **Note:** An agent-initiated 1-to-1 outbound SMS or WhatsApp message that is sent (GA today) is counted as a paid channel conversation, and is not deducted from customers' outbound messages pool.

Einstein Bot Conversation: One chatbot conversation is used anytime an Einstein Bot interaction takes place (in other words, Einstein Bot accepts conversation and resolves case without agent transfer, or when an Einstein Bot gathers upfront information that it hands off to an agent.)

Paid Channel Conversations (GA today: SMS, WhatsApp): One paid channel conversation is defined as one or more messages between a bot/agent and customer. The beginning of a conversation starts when the bot/agent accepts a message session, and the conversation is ended when the bot/agent ends the message session. From bot/agent accept to end is one paid conversation consumed. **Note:** When an Einstein Bot is used on a paid channel, your company will be billed for one Einstein Bot conversation and one paid channel conversation.

Additional Usage SKUs:

Additional Einstein Bot Conversations:

\$50 for 100 conversations/month (can be used today across Chat, SMS, and WhatsApp, as well as new channels as they become generally available).

Additional Paid Channel Conversations:

\$30 for 100 conversations/month (for SMS or WhatsApp only).

Additional Outbound Bulk and Triggered SMS Messages:

\$30 for 1,000 messages annually (applies to SMS outbound messages only).

WhatsApp Outbound Messages:

\$50 for 1,000 messages annually (applies to WhatsApp outbound messages only).



BLAZE YOUR TRAIL TO DIGITAL ENGAGEMENT AT TRAILHEAD

Learn how to build a world-class omni-channel contact center with Service Cloud.

[TAKE THE TRAIL >](#)

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success. Or call us at 1-800-667-6389.

Corporate Headquarters

The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com

Global Offices

Latin America +1-415-536-4606
Japan +81-3-5785-8201
Asia / Pacific +65-6302-5700
EMEA +4121-6953700